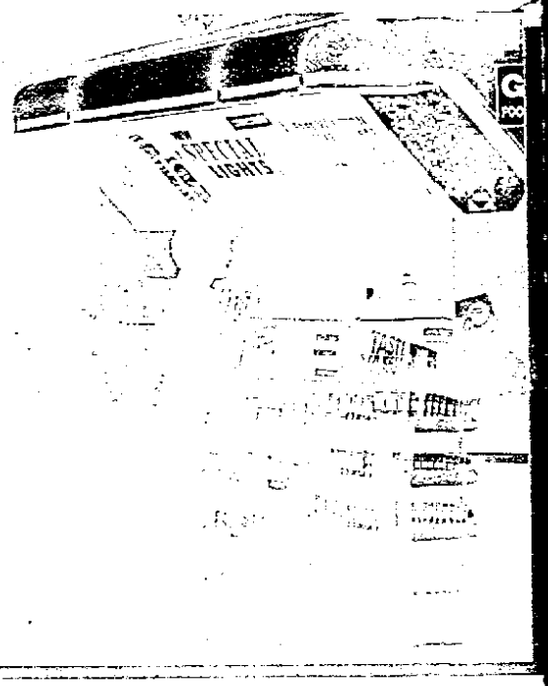
KEYPOINTS

RJ Reynolds Tobacco Company



POSITIONING FOR SUCCESS

IN C-STORES

RJ Reynolds Tobacco Company

51846 0687

Source: https://www.industrydocuments.ucsf.edu/docs/nqly0000

WELL POSITIONED LIGHTED DISPLAYS INSURE MAXIMUM CONSUMER INTERACTION

OVERVIEW

In today's highly competitive market place, our merchandising programs play a critical role in supporting the promotion, advertising and the display of our brands in-store.

Our recent research supports that our current operating strategies increase opportunities to gain consumers interaction with our promotional vehicles in convenience stores.

How we interact with the consumers as they enter, shop, await transactions and exit will determine our success. Continuing to cut through the clutter with dynamic and properly positioned vehicles will increase consumers:

- Awareness of our products
- Interaction with our displays

As the front-line players, you have the opportunity to gain the points we need to successfully achieve the best visibility and exposure of our products.

WELL POSITIONED LIGHTED SIGNAGE INSURES MAXIMUM BRAND EXPOSURE

POSITIONING

The areas in front of, to the consumer's side and above the cash register are valuable pieces of real estate. When positioned properly, the following vehicles will help increase awareness and interaction with consumers.

■ PERMANENT COUNTER DISPLAYS

Displays located on the consumer's side of the register create the greatest amount of interaction. So when the consumer side of the register is available at a cost which exercises good business judgement, you should select this position.

■ PROMOTIONAL PLATFORMS

RJR's ability to promote its brands in an impactful manner remains an important priority in convenience stores. In order to maximize consumer interaction, utilize floor displays whenever possible and position platforms:

- On the consumer's right side when possible
- In an unobstructed location close to the point-of-purchase

■ OVERHEAD PACKAGE MERCHANDISERS

The OPM remains the single most impactful advertising vehicle at the point-of-purchase. So for maximum impact utilize overhead merchandisers when available.

■ Y-SIGNS

These large lighted signs continue to be an effective resource in gaining retail presence. In order to maximize their effectiveness, you should consider store layout, consumer sight lines and the location of the primary transaction area. Avoid placing Y-Signs too close to entry and exit doors as the consumer is usually beyond these areas too quickly to notice our signage. Instead, look for areas above and slightly back from the sales counter or in an area adjacent to the point-of-purchase which considers the natural sight lines of consumers. By placing Y-Signs in locations that consider these criteria, you will maximize consumer awareness of RJR brands.

■ MULTIPLE BRAND EXPOSURE

Our research also indicates that displaying more than one full-priced brand is the right strategy to maximize RJR brand recognition. By featuring more than one full-priced brand, overall consumer awareness of our products is enhanced. We also found that consumer awareness of our brands can be brought to an even higher level by utilizing vehicles which feature lighted signage. So if lighted signage is required, insure that it is plugged in.

CLERK, CASH, CAR

Consumers follow specific behaviors when making purchases within convenience stores. They begin orienting themselves to the store layout as soon as they enter. They adjust to the change in the exterior and interior lighting and quickly determine which section of the store will satisfy their immediate needs. The formula of "clerk, cash, car" targets:

- "CLERK" — Who the consumer will pay
- "CASH" Register - - Where the consumer conducts their transaction
- "CAR" — Where the consumer will look for their car — in the parking lot or at a fuel island

By placing displays at the register, in the backbar positions directly behind the clerk and in the area between the point-of-purchase and the consumer's car, you can utilize the natural sight lines of the consumer to increase awareness and interaction of your displays and advertising.

CLERK

CASH

CAR

SUMMARY

Point-of-purchase and consumers point-of-view are critical to our success. It's up to you to make sure all the fixtures and platforms are properly positioned and lighted when required. You are making the decisions out there and we are counting on you!

Just follow these guidelines along with your own good judgment. And where unique situations require slight alterations, remember... "clerk, cash and car." That simple phrase will help you accomplish the basics of proper positioning. When that happens, you — and all of us at RJR — are positioned for success!

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